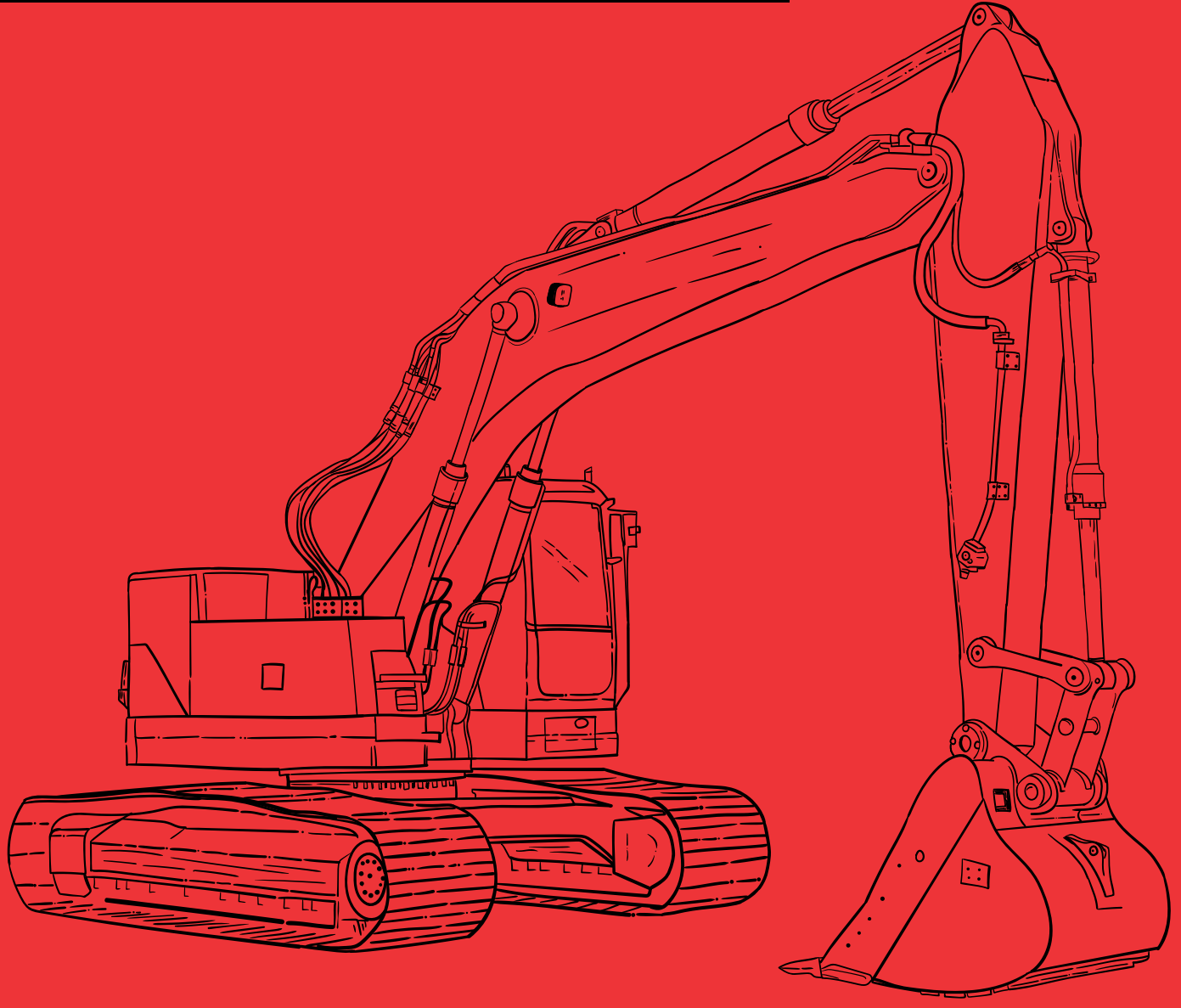
MASAHA®

MASAHA EQUIPMENT CO.

YOUR GATE TO DEVELOPMENT!

MASAHA EQUIPMENT
Company Profile



MASAHA®

Your Gate To Development!

OUR PARTNERS

SANY WEICHAI HELI

CONTACT US

Ahmadi / Kuwait

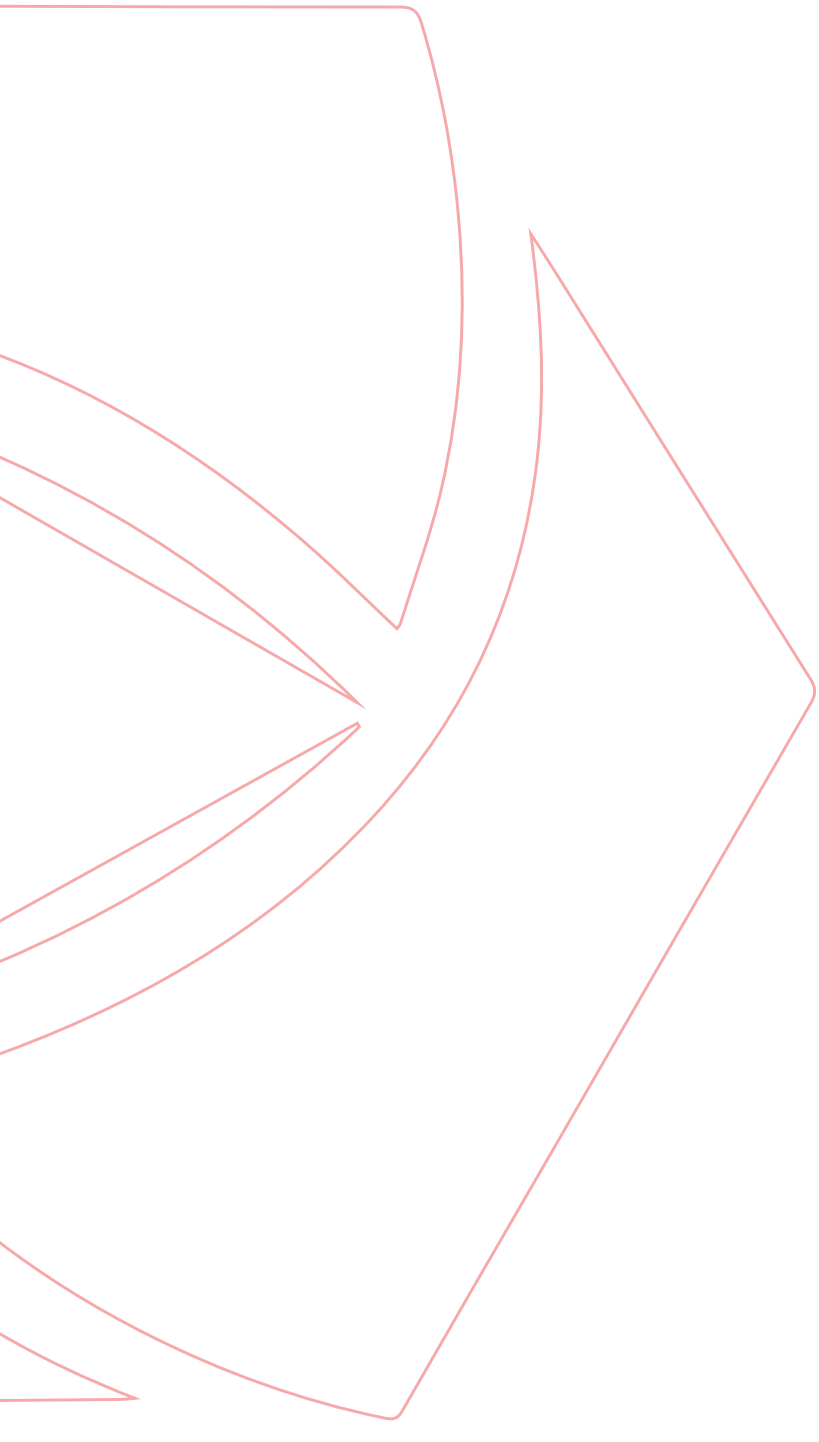
Rental & Sales Departments

+965 2202 965 Ext.8231

masaharental@masahaglobal.com

masahasales@masahaglobal.com

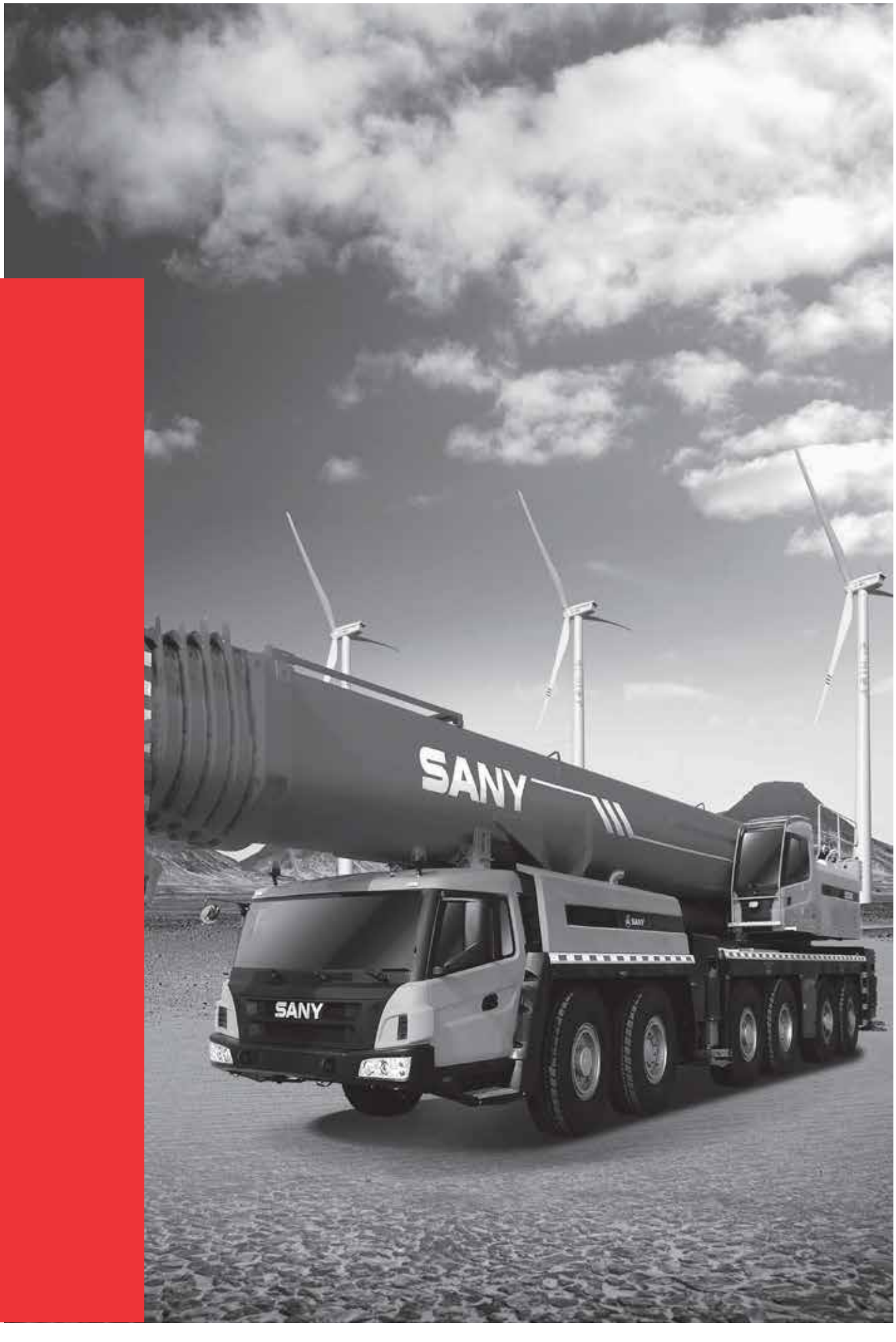
Info@masahaglobal.com



MASASHA EQUIPMENT
Company Profile

CONTENTS

- CHAIRMAN & FOUNDER SPEECH
- CEO SPEECH
- WHO WE ARE?
- OUR STORY
- OUR VALUES
- OUR MISSION
- OUR VISION
- OUR PROMISE
- OUR EDGE
- OUR GARAGE
- OUR STRUCTURE
- OUR EQUIPMENT
- OUR PARTNERS
- OUR PROJECTS
- OUR FUTURE


SANY
SANY



CHAIRMAN

Mr. Eid Alowaid

Welcome to the world of "Masaha", a leading company in heavy equipment sales, rental, and large-scale project execution.

We are honored to offer our esteemed customers in the heavy equipment sector our distinguished and comprehensive services.

WELCOME TO THE WORLD OF "MASAHA"

Since our establishment, we have been dedicated to meeting our customers' needs and providing innovative and reliable solutions in the field of heavy equipment and large-scale projects.
Our commitment is to offer the latest equipment and the highest levels of service to ensure our customers' satisfaction and the success of their projects.

Our team consists of highly skilled professionals in the field of heavy equipment and project management. We adhere to best practices and strive to achieve the highest levels of quality and efficiency in all our operations. We believe that close partnerships with our customers and strategic partners are the cornerstone of our mutual success.

At "Masaha", we are committed to providing integrated services including supply, maintenance, and rental of heavy equipment, as well as the execution of high-quality and timely large-scale projects. We constantly strive for excellence in our field and aim to contribute to the success of our customers' projects.

We extend our appreciation to the "Masaha" team for their unwavering efforts and dedication in achieving our vision and goals. We promise our valued customers and partners to continue delivering the best services and heavy equipment.



CEO

Mr. Mubarak Al-Fajji

Masaha CEO Speech:

Since we began, Masaha has been dedicated to fulfilling our customer's needs through innovative and dependable solutions in the heavy equipment sector and large-scale projects.

Our talented team is committed to providing the latest equipment and outstanding service, ensuring your projects are successful and your satisfaction is guaranteed. We firmly believe that building strong partnerships with our clients and strategic collaborators is vital for our shared success. Offering a comprehensive range of services—including supply, maintenance, and rental of heavy equipment—we strive for excellence and timely project delivery.

I want to express my sincere appreciation to the Masaha team for their hard work and dedication, and I assure our valued customers and partners that we will continue to provide the highest quality services in our industry.



Who We Are ?

About Us

Established in 2016, Masaha Equipment Company

Is a part of the reputed Fouad Alghanim & Sons group of companies.

It was created with the aim to provide equipment and solutions for construction, and utility industries. Masaha combines the true spirit of entrepreneurship along with expert industry experience and has become a leader in its sector.

In only a short while since our inception, Masaha has been positioned as Kuwait's largest construction and infrastructure equipment company. By leveraging our expertise and continuous efforts, we cater to our customers' vastly different needs across diverse regions. We offer sales, rental, and onsite servicing across Kuwait and the region, using top-of-the-line heavy duty equipment brands.

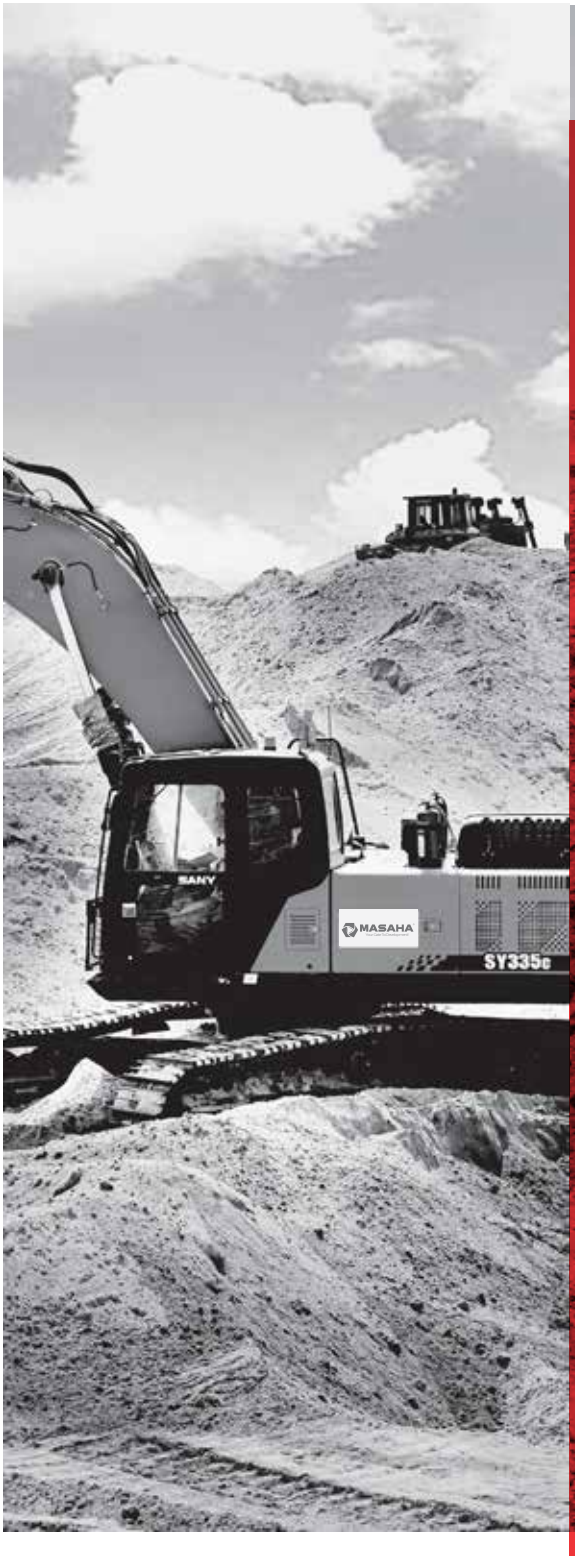
So, if you're looking for turnkey solutions with world-class equipment brands, look no further than Masaha! Our fleet of more than 2,000 machines and state-of-the-art equipment, along with our techno-commercial capabilities ensure that we meet all critical site requirements in construction projects.

Safety, quality, and eco-friendly processes make up the pillars of our operations. We carefully assess your requirements to address and fulfill all your project-specific equipment needs. Our skilled team is happy to assist you in the process of choosing between new or well-maintained used machinery from top manufacturers.



Our professional operations crew is well-experienced to provide complete operational and maintenance solutions for your project.

At Masaha, we believe in adding value to your business through scheduled maintenance plans and extensive inventory backup, so you can obtain maximum productivity of the equipment rented or sold through us.



OUR STORY

The first chapter of our story began on 1 May, 2017, when we forged an alliance with SANY as their official and authorized dealer. Through extensive market analysis, we were able to identify and pursue upcoming mega projects in the region. Since then, Masaha has been a hub for various types of equipment and commercial vehicles. In due time, we added HELI, WEICHAI, and SKYBOOM to our portfolio, and represented them as Masaha Equipment Company. Today, we are proud to be one of the largest dealers of SANY across the globe, with a network that is centralized in Kuwait and spans the wider region.

Though Masaha is a relatively young player in the market, our founders have deep rooted ties to the industry. Our age actually works in our favor, since our 2,000+ fleet has equipment no older than 2018. This, along with our strategic alliances have contributed immensely to give us a leading position. Our regionally top-ranked fleet, cumulative experience, and strong values have inspired our clients' confidence in our abilities. They are rest assured that we bring them only the most creative, unique, and efficient solutions in the construction, and road & aggregate industries in all forms from rental and sales, to support

Our Values

SAFETY: With a strict zero-tolerance accident policy, safety is our first and foremost priority.

TRANSPARENCY: By reinforcing the importance of honesty and integrity with our employees, customers, and suppliers, we benefit our business in the long run.

RESPECT: We solemnly follow a collective responsibility to treat everyone, and receive all opinions, with courtesy.

PERFORMANCE: We maintain our leadership position in the market by encouraging our employees to aim high. We construct an environment of motivation and passion; to exceed our customers' expectations.

RECOGNITION: We believe in celebrating our employees' individual achievements and making them feel heard and seen.

LIFESTYLE: We advocate the need for work-life balance for employees; so they can meet and exceed their business requirements while making time for their priorities.

COMMUNITY: No one thrives in isolation. Hence, our community's causes are our causes, and their concerns are important to us.

ATTITUDE: With optimism and dedication ingrained in our core, we reflect safety, transparency, respect, performance, recognition, lifestyle, and community in the way we carry out business.



OUR MISSION

Since the beginning, Masaha has been on a mission to meet and exceed the requirements of our customers from across industries and geographies. We have dedicated ourselves to constant improvement in order to achieve our goals consistently.

As a distributor of heavy equipment, we do not settle for less than being your #1 solutions provider in the construction and utility industries.

Our Vision

Masaha is here to make our mark in the region! Our confidence in our expertise and an intricate understanding of the heavy equipment industry guide our vision. We move steadfast on this journey with our customer-first mindset – customizing solutions to meet individual requirements.

Our expertly trained staff is our core strength, and keeps us delivering consistently reliable and sustainable equipment and services every single time.

Our Edge

Over the years, Masaha Equipment Company has built a solid reputation by dint of dedication and innovation. We have forged alliances with and become the sole dealers in Kuwait for global heavy equipment brands like SANY, HELI, WEICHAI & SKYBOOM. These strategic partnerships have made us the one-stop hub for state-of-the-art heavy equipment and machinery – such as cranes, excavators, wheel loaders, concrete equipment, forklift trucks and much more.

Our equipment has the distinction of winning Global Performance Excellence Awards. You are assured excellent performance, maximum productivity, accuracy, reliability, and guaranteed durability. Our dedicated sales consultants and service team have you covered 24/7.

In an industry that is evolving towards equipment rentals rather than purchases, Masaha has the market advantage. As a one-stop shop, we are able to hire or rent out up to 80% of the equipment that might be required on a work site.



Our equipment can be rented with an operator if needed, making it more convenient for customers. Contractors lean towards hiring mainly to reduce capital expenditure. In addition, maintenance and logistics costs are reduced as well, with lower costs for spare parts and staff included.



To serve these needs, we have a 15,000+ sqm workshop at our main branch where major jobs are undertaken. We also have 23 mobile workshops working 24/7 to meet different shift demands. These carry out minor jobs, with plans to increase the fleet.

We also provide fast turnaround solutions for our customers, who might require additional machines at short notice when time is of essence, avoiding possible long lead times for a new machine.

In addition, Masaha provides a replacement machine in the case of a breakdown, and in some cases, we even provide standby units for certain project sites free of charge, in order to ensure there's no disruption to your site operations. Essentially, we take care of the full logistics chain – machine delivery, mobilization, maintenance, repairs, demobilization etc.



Our Promise

From proposal to service and equipment delivery, we adhere to the promised lead time to deliver. We are firm believers of continuous improvement, and always focus our sights on exceeding your expectations.

Our Structure

Customer satisfaction is our biggest goal, and to achieve this, we efficiently utilize the data collected from our quality assurance program, client feedback, and lessons learned from the field to create our own best practice scenarios in performance optimization.

At Masaha, the uniqueness of your business is the fuel to our commitment to diversity. We ensure growth on different levels, people, and business sectors. Our people are always encouraged to bring in their ideas, best practices and creativity to enrich our way of doing business. This is what gives us a distinctive advantage.

Since we service different industries, we are constantly challenged – leading to a better-rounded approach with every turn.

To ensure your business runs smoothly, we adopt a flat management structure. Unlike traditional hierarchal structures, Masaha employs a shared decision-making process, and two-way horizontal communication links throughout the organization.

The obvious benefit of such a structure is creating a well-informed environment in which we share accountability and knowledge to better serve our customers.

Whenever you contact Masaha, and whoever you contact at Masaha, your requirements will always be directly met.





Our Garage

To serve these needs, we have a 15,000+ sqm workshop at our main branch where major jobs are undertaken. We also have 23 mobile workshops working 24/7 to meet different shift demands.

Our maintenance team can assemble equipment parts from A to Z These carry out minor jobs, with plans to increase the fleet.

Currently, we have 23 fully-equipped half lorries for mobile services. One of these vehicles specializes in vehicle washing.

Garage area is 20,000 sqm, 23 service and tire mobile workshop, it can cover all service in all Kuwait areas.



With a 20,000 sqm garage, our garage can carry more than 50 equipment, preventive and correction maintenance at the same time.

It accommodates 56 machines at a time, while the old one had space for only 40.

At any given time, 25 vehicles can be under maintenance simultaneously.

Our garage staff is almost 200 in number, which speaks volumes about the scope of our operations.



Our Equipment

Our Equipment

We offer high-quality heavy equipment such as:



Earth Moving Machines

- o Excavators
- o Wheel loaders
- o Dozers



Heavy LiftCranes

- o Truck cranes
- o Rough terrain cranes
- o All-terrain cranes
- o Crawler cranes
- o Tower cranes



Road Machinery

- o Rollers
- o Motor graders
- o Pavers
- o Milling machines
- o Asphalt batching plants



Materials Handling Equipment

- o Forklift trucks
- o Warehousing equipment



Concrete Machinery

- o Truck mounted concrete pumps
- o Truck mixers
- o Trailer pumps
- o Line pumps
- o Placing Booms
- o Batching plants



Ports Machinery

- o Reach stackers
- o Empty container handler
- o Portal slewing cranes
- o Telehandlers
- o Customized container cranes



Electric Power Systems

- o Diesel generator sets

Achievements

1

World No.1 Concrete Machinery Manufacturer:
The largest concrete machinery company in the world; acquired leading German concrete machinery manufacturer Putzmeister in 2012.

2

China's No.1 Construction Machinery Manufacturer:
The leading company of excavators, pile driving machinery, road machinery, port machinery, roadheaders and large-tonnage cranes in China.

3

Marching into New Energy Business:
Wind power generation, smart port, housing industrialization, and intelligent oilfield exploration

Our Partners



SANY

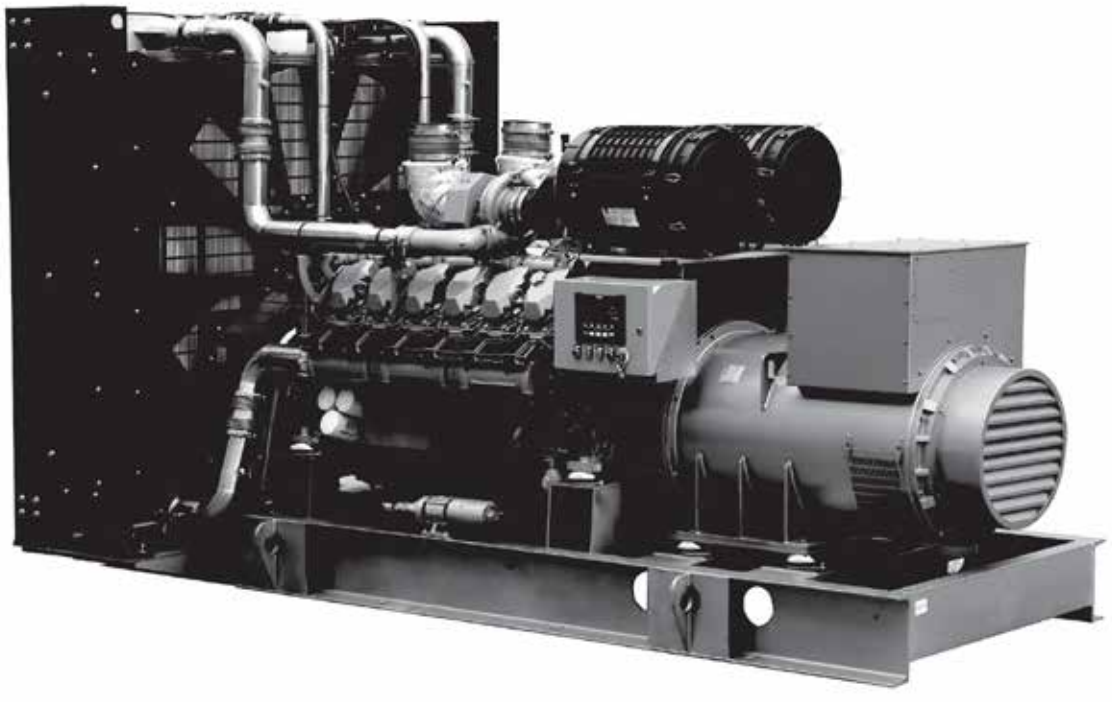
Currently SANY has 25 manufacturing bases, six sales regions, and over 100 offices with more than 400 agents and 8,000 suppliers worldwide.

In China, SANY has established six industry parks in Beijing, Changsha, Shanghai, Shenyang, Kunshan and Urumchi. With global R&D centers and manufacturing bases in the US, Germany, India and Brazil, SANY's products are exported to 150 countries and regions.

Sany is the forerunner of big data and intelligent manufacturing and has won a Global Performance Excellence Award. Offering first-class, 24-hour customer service, the ECC Global Control Center monitors SANY's machines in real time.

Sany's warehouses across the globe store over 80,000 types of spare parts and the company is devoted to providing tailor-made solutions to improve on-site productivity.

Our Partners



WEICHAI

Founded in 1946, Weichai has over 80,000 employees worldwide. With an annual revenue of more than 230 billion RMB in 2018, Weichai ranks 87th among China's top 500 enterprises, 27th in China's top 500 manufacturing enterprises, and 2nd in China's machinery industry top 100 enterprises.

Weichai is a multi-field and multi-industry international group which owns six business segments of powertrain, commercial vehicles, construction machinery, intelligent logistics, luxury yacht, and finances & after-services. Weichai Group subsidiaries are spread all over Europe, North America, Asia, and other regions, and its products are exported to more than 110 countries and regions.

Weichai Group has 9 stocks from 7 listing companies: Weichai Power (2338.HK; 000338.SZ), Weichai Heavy Machinery000880.SZAsiastar Bus600213.SH, KION Group (KGX.F), PSI (PSIX.O), Ceres Power (CWR.L), and Ballard Power Systems (BLDP.T; BLDP.N).



Weichai takes “Green Power, International Weichai” as its mission, takes “maximum customer satisfaction” as its aim, and has formed a unique enterprise culture. For the future, Weichai launched its 2030 strategy: By 2030, new energy business will lead the global industry development. By 2025, the revenue will reach 100 billion dollars, and 1 trillion RMB by 2030. The core business of every segment will enter top 3 in the global industry. The Company will rank in the top 200 of the world's top 500, and become a well-respected multinational industrial equipment group.

Our Partners



HELI

With a tagline of "LIFTING THE FUTURE" Heli considers itself on a mission. In August 1998, the company was authorized by Anhui Heli Co. Ltd. to be the General Distributor of “HELI” brand products for the overseas market.

Anhui Heli Co. Ltd. is the largest forklift manufacturer in China.

The company has received many certifications, including ISO 9001, ISO 14000, National First Class Safety Quality Standardization Enterprise, etc.

The Heli brand was recognized nationally as the “Excellent Trade Mark”; by the Ministry of Commerce, and “Emphasized Export Brand Name” by the Chinese Electrical & Mechanical Business Association, as “Reputable Export Brand” by the Chinese Customs Authority, and made the 2005 “Honor List of Import & Export Enterprises”.

It was assessed as the “No. 1 Brand Name in the Chinese Forklift Market”.



The company was named the

“Nationally Recognized Enterprise Technical Center”

jointly by the National Economic Development Commission, the Ministry of Finance, the General Customs Authority, and the National Revenue Bureau.z

Our Projects

Masaha has worked on several prestigious and noteworthy projects. (constructions, roads and infrastructure)

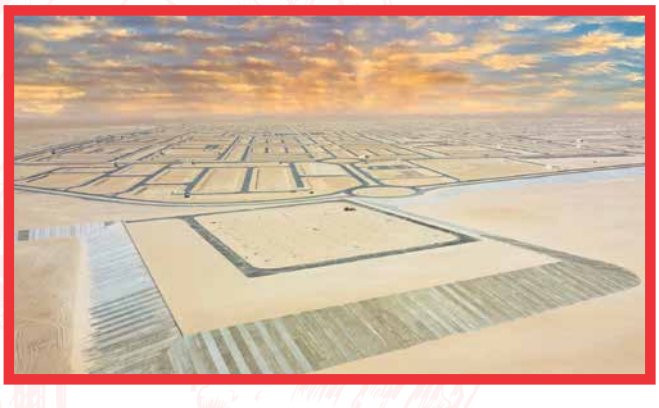
1

Public Authority for Housing Welfare

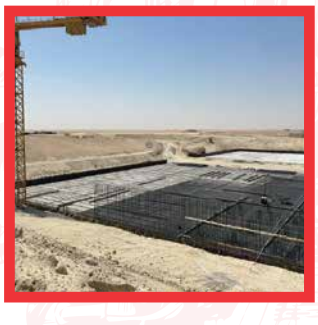
Project Name:	**Construction , Completion and Maintenance of A Concrete Storm Water Tank and DYKE Works to Low Cost Housing Project**
Main Contractor:	**Alghanim International General Trading & Contracting CO**
Duration:	**18 Month**
Completion Date:	**31/08/2024**

Site Location













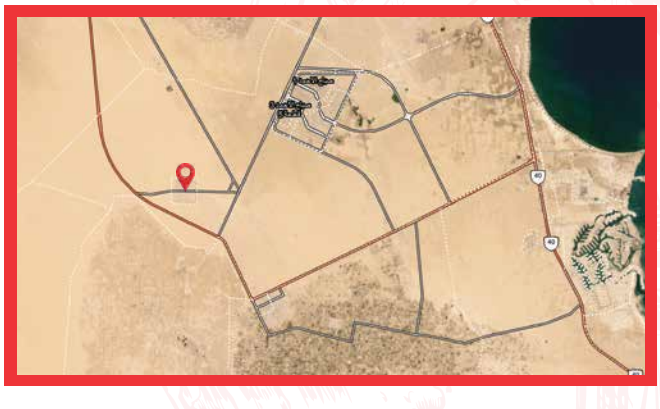
Our Projects

2

Ministry of Public Works

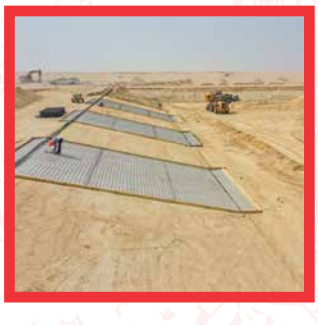
Project Name:	**Earth Works and Concrete Works for the Construction of Sand Bunds & Ponds**
Main Contractor:	**Alghanim International General Trading & Contracting CO**
Duration:	**5 Months**
Completion Date:	**30/01/2022**

Site Location

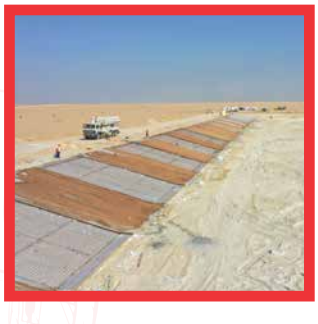












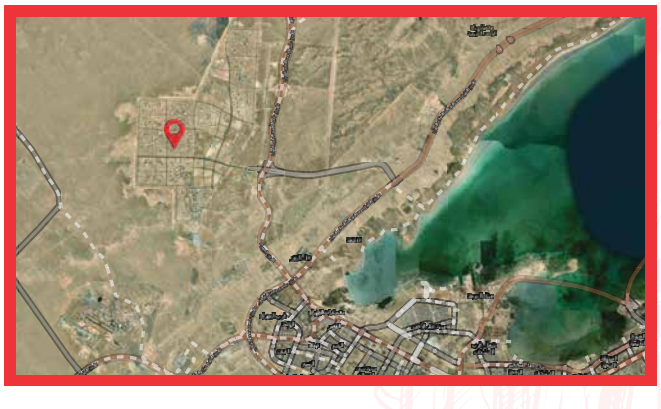
Our Projects

3

Public Authority for Housing Welfare

Project Name:	**Earthworks in the bounded area between the two roads P&T,in the investment area of Al-Mutlaa residential project.**
Main Contractor:	**Combined Group Contracting Co.**
Duration:	**98 Days**
Completion Date:	**31/10/2022**

Site Location













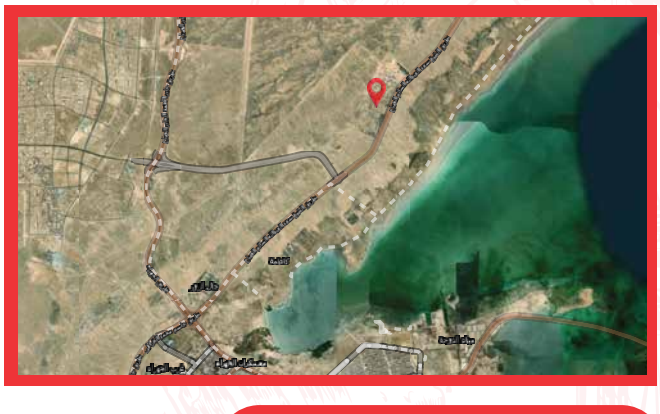
Our Projects

4

Ministry of Public Works

Project Name:	**Construction, Completion and Maintenance of Storm Water Concrete Open Ditch**
Main Contractor:	**United Gulf Construction Co.**
Duration:	**6 Months**
Completion Date:	**31/12/2022**

Site Location









Our Projects

5

Ministry of Electricity And Water Kuwait

Project Name:	Supply and Installation of 400KV Over Head Lines for Main Sub-station Boubyan (Z)
Main Contractor:	ELSEWEDY ELECTRICAL FOR TRANSMISSION AND DISTRIBUTION OF ENERGY S.A.E.
Duration:	6 Months
Completion Date:	30/09/2023

Site Location



Our Projects

6

Public Authority for Housing Welfare

Project Name:	Construction, completion and maintenance of road works and infrastructure networks for 7,623 residential units in the suburbs (N5, N7, N9, N10) in the South Sabah Al-Ahmad City Project.
Main Contractor:	China State Construction Engineering Co.
Duration:	900 Days
Completion Date:	17/02/2027

Site Location







Our Future

Boosted by our success in the domestic market, we have plans to expand the business.

Continuing our regional expansion, we have expanded into the Kingdom of Saudi Arabia market and in the region in general.

The future looks bright for Masaha, and we are glad to have you on this journey with us.

MASAHA®

Your Gate To Development

Tel: +965 2202 1290
349 St, Ahmadi, Kuwait. PoBox:2485.
info@masahaglobal.com - www.masahaglobal.com

شـركـة مسـاحـة للـمـعـدات
Masaha Equipment Company